



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
**RECREATION PROGRAM
COORDINATOR - PROMOTIONS**
(PUBLIC RELATIONS & SPECIAL ACTIVITIES)
PARKS, RECREATION AND TOURISM

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
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GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position is responsible for promoting Parks, Recreation and Tourism programs, facilities, and special events. Reports to a Recreation Program Superintendent.

There are two (2) levels of Recreation Program Coordinator distinguished by the level of work performed and the qualifications of the employee.

ESSENTIAL JOB FUNCTIONS

Creates departmental marketing materials such as advertisement layouts, brochures, flyers, posters, banners and displays; writes and edits press releases; assists with special events including media and corporate sponsorship, media coverage, decorations, and photography.

Creates and maintains the department's website including original computer graphics, digital editing, seasonal updates, emergency notices and requests from the public.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Recreational Programming – Thorough knowledge of recreational programming and recreational facility operations and available resources of assigned areas to include professional recreational philosophies, principles, and practices.
- Public Relations and Communications – Thorough knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- Customer Service – Extensive knowledge of principles and processes for providing customer services.
- Safety – Knowledge of occupational hazards, safety precautions, and safety regulations related to recreational activities and other work related precautions.

REQUIRED SKILLS

- **Computer Skills** – Utilizes a personal computer with word processing, spreadsheet and related software to complete a variety of administrative tasks with reasonable speed and accuracy.
- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships, with employees, representatives from all departments, organizations and the public and effectively responds to and resolves complex inquiries and disputes.
- **Time Management** - Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology to meet strict deadlines.

REQUIRED ABILITIES

- **Communication** – Extensive ability to communicate complex ideas and proposals effectively so others will understand, to include preparations of electronic presentations and reports. Extensive ability to listen and understand information and ideas presented verbally or in writing. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.
- **Judgement/Decision Making** – Ability to use logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions.

EDUCATION AND EXPERIENCE

Recreation Program Coordinator – Requires a Bachelor's Degree in Recreation, Communication, Leisure Studies or a related field and 1-2 years experience in professional recreational programs, or an equivalent combination of education and experience.

Recreation Program Coordinator, Senior - Requires a Bachelor's Degree in Recreation, Communication, Leisure Studies or a related field and 3-5 years experience in professional recreational programs with 1-2 years of lead or supervisory experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

An acceptable general background investigation to include a local and state criminal history check, and sex offender registry check as well as a valid driver's license with an acceptable driving record.

PHYSICAL AND DEXTERITY REQUIREMENTS

- Tasks require the ability to exert moderate, though not constant physical effort.
- Some combination of climbing and balancing to include climbing ladders, stooping, kneeling, crouching, and crawling.
- Some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds).

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL HAZARDS

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, temperature and weather extremes, traffic hazards, violent individuals, infectious disease, or rude/irate customers.